

ISSUES REPORT

FOX 17 WXMI

Fourth Quarter

October 1, 2007 – December 31, 2007

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FOX 17 WXMI 4th QUARTER
October 1, 2007 – December 31, 2007

Listing of issues and some "Fox 17 News" stories designed to focus on these ideas.

1. **ARTS & CULTURE:**

- A. **"Southtown Mural Project"** 10/30/07: Young artists create several murals to show off community pride.
- B. **"New Calder Statue"** 10/20/07: New statue unveiled in Grand Rapids by renowned artist.
- C. **"Jena 6 Song"** 10/08/07 : Musician writes protest song about the "Jena 6"
- D. **"Culinary Arts Grad"** 11/07/07: Profile of a program that helps homeless people get a degree in Culinary Arts.

2. **CRIME & SAFETY:**

- A. **"Domestic Violence Vigil"** 10/01/07: Vigil designed to spread awareness about domestic violence. Resources for people to get help.
- B. **"Hit & Run Ax"** 10/08/07 : Description & information about a deadly hit & run driver. The search for a suspect eventually leads to an arrest.
- C. **"Shopping Safety Seminar"** 12/04/07: After several purse snatchings, we talk with experts on ways to stay safe while shopping.
- D. **"Snitch Billboards"** 11/20/07: A new campaign that encourages people to call police with information about crimes.

3. **DRUGS & ALCOHOL:**

- A. **"GR Smoking Ordinance"** 10/01/07: City law prohibiting smoking in certain areas.
- B. **"Zeeland Alcohol"** 11/13/07: City begins selling alcohol for the first time in a century.
- C. **"Beer Pong"** 11/22/07: The effects of binge drinking as it regards to a popular game played on college campuses.
- D. **"Betty Ford Substance Abuse"** 10/30/07: A profile of the former first lady's fight with alcohol abuse and her legacy of creating the Betty Ford Center.

4. **ECONOMY:**

- A. **"State Budget Deal"** 10/01/07: Lawmakers working out last minute deals hoping to avoid state government shutdown. What does it mean to us?
- B. **"Service Tax Situation"** 12/01/07: New info about the new state service tax and the fight to stop it from taking affect.

- C. **"GR Development"** 12/19/07: Info about a new development & the jobs it should bring to the area.
- D. **"Alternative Energy Jobs"** 12/19/07: A recent report suggests a huge growth in Alt. Energy jobs as the industry grows in West Michigan.

5. **EDUCATION:**

- A. **"On Campus: Cooley Law"** 10/11/07: Law School expanding it's program in West Michigan.
- B. **"World Aids Day"** 12/01/07 : Local & International events celebrating the push to educate people about AIDS.
- C. **"Granholt Kalexsyn"** 11/16/07: Announcement of a new research facility that will also help educate college students.
- D. **"Portage Bond Proposal"** 10/29/07: Info about bond proposal & what the money would mean for the district.

6. **EMPLOYMENT:**

- A. **"Michigan Wired"** 10/11/07: A new federal program designed to help state keep jobs and possibly create new ones.
- B. **"University Job Fair"** 12/04/07: Large job fair geared towards getting college kids their first big job.
- C. **"Manpower Survey"** 12/11/07: New survey suggests decrease in unemployment for the beginning of '08
- D. **"Viking Expansion"** 10/23/07: Local company announces modest number of new jobs.

7. **ENVIRONMENT:**

- A. **"Granholt Water"** 10/11/07: Governor announcing legislation to prevent Great Lakes Water from being taken.
- B. **"Grand River Cleanup"** 10/06/07 : Community-wide effort to get out & clean-up the Grand River.
- C. **"Sustainable Homes"** 10/06/07 : Homes that are environmentally-friendly are put in the spotlight.
- D. **"Giant Puffball Mushroom"** 10/19/07: Feature on the discovery of a huge mushroom... letting people know how & why it formed.

8. **DIVERSITY/ ETHNIC/ MINORITY:**

- A. **"CMU Nooses Rally"** 11/16/07: Students & activists rally, calling for charges against a student who placed nooses in classroom.
- B. **"Holland Pow Wow"** 10/20/07: Feature on the Native American culture in West Michigan.
- C. **"Jena 6 Rally"** 12/04/07: Info about a controversial trial that has inspired discussion about racism.

D. **"Beaners Name Change"** 12/03/07: Local Coffeeshop chain changes name because it's considered a racial slur.

9. **FAMILY:**

A. **"Adoption Day"** 11/20/07: We feature a family that takes part in adoption day, welcoming several new children into their family.

B. **"Meijer Gardens Tree Lighting"** 11/20/07: Well-known, family friendly event previewed.

C. **"Metro's New Playroom"** 11/29/07: Local hospital shows off it's new playroom to help take care of kids & families deadline with hospital stays.

D. **"GR City Pool Numbers"** 10/09/07 : Amount of kids & families who took advantage of city pools are released.

10. **GOVERNMENT RESPONSIBILITIES:**

A. **"Michigan Primary Latest"** 11/14/07: Latest info about State moving up it's primary election and the court battle surrounding it.

B. **"Polling Locations"** 11/29/07 : Details about where people can go to vote in local & statewide elections.

C. **"GOP Debate"** 10/09/07: Debate with Presidential Candidates regarding topics that affect Michigan residents.

D. **"Foreclosures"** 10/27/07: Info about state & federal assistance fro people dealing with foreclosure.

11. **HEALTH CARE:**

A. **"Cold Medicine Recall"** 10/11/07: Alert to viewers about the recall of some children's cold medicine.

B. **"MRSA Cases"** 10/11/07: Recent outbreak of MRSA case in West Michigan. One of several schools to be affected.

C. **"Autism in Schools"** 12/01/07: New information about how schools are teaching autistic students. Helping identify cases.

D. **"Health Alert Scare"** 11/16/07 : Details about a Doctor accused of unsafe procedures. Thousands of people at risk.

12. **HOUSING/ HUNGER:**

A. **"Edison Landing"** 11/16/07 : Info about a new condo, residential development planned for Muskegon.

B. **"Mel Trotter Food Boxes"** 11/16/07: Volunteers getting ready for Thanksgiving dinner by helping the homeless.

C. **"Winter Heating Costs"** 10/09/07: Projected costs of home heating a look at resources to help people pay.

D. **"End of the year Giving"** 12/29/07: Drastic shortages being felt at charities & community programs during the holiday season.

13. **SPECIAL PROGRAMMING:**

Our news coverage features a unique "franchise" segment six nights a week, which also airs in the following weekday Morning News show.

A. **"School of the Week"** Weekly Franchise: We focus on a school in our area and feature it all week long.

B. **"West Michigan's Most Wanted"** Weekly Franchise: We spotlight wanted criminals and investigations into cold cases.

C. **"On Campus"** Weekly Franchise: Spotlight on students & colleges in our area, focusing on new programs, classes, etc.

D. **"The Pulse"** Weekly Franchise: A look at the latest health news.

14. **YOUTH & ELDERLY:**

A. **"New BMX Park"** 10/11/07 : New plans for a BMX park designed to give kids something to do.

B. **"Youth Violence Discussion"** 11/14/07: Community groups gather to discuss ways to end youth violence.

C. **"State Kids Count"** 12/04/07: State survey to give agencies a better overview of issues affecting kids.

D. **"BC Celebration of Community"** 10/06/07: Community-wide effort to keep kids out of trouble while promoting family involvement.

COMMUNITY ISSUES/PUBLIC SERVICE ANNOUNCEMENTS

FOX 17 WXMI 4th Quarter
October 1 – December 31, 2007

Listing of some of the Public Service Announcements aired.

The Public Service Announcement list is updated quarterly and the PSAs run in rotation.

1. CRIME & SAFETY:

- | | | | |
|----|---|---------|------------|
| A. | Bully Hotline | :25/:30 | 10/1-12/31 |
| B. | The Jungle
Educates children on online safety tips | :30 | 10/1-12/31 |
| C. | MAB/Pick Me
Teaches the danger of gambling | :30 | 11/1-12/31 |
| D. | Online Predators
Promotes online safety | :60/:30 | 10/1-12/31 |
| E. | Online Pictures
Warns about the dangers of posting pictures online | :60/:30 | 10/1-12/31 |
| F. | CSI
Mike Cox talks about Internet Safety | :30 | 10/1-10/31 |

2. DRUGS & ALCOHOL:

- | | | | |
|----|---|---------|--------------|
| A. | Meth Baby
Warns about dangers of Crystal Methamphetamine | :30/:60 | 10/1-12/31 |
| B. | Project Roadblock
Don't drink and drive | :30 | 12/21-1/1/08 |

3. EDUCATION:

- | | | | |
|----|---|-----|------------|
| A. | Blowfish/Jones Kitty/ Sock
Encourages after school involvement to kids | :30 | 10/1-12/31 |
| B. | Global Warming
Teaches about the dangers of Global Warming | :30 | 10/1-12/31 |
| C. | Dream
Michigan Education Trust | :30 | 12/1-12/31 |
| D. | Donor Choose
Donate to Public Schools | :30 | 11/1-12/31 |

5. HEALTH & FITNESS:

A.	Grandpa, Birds Childhood Obesity Prevention	:30/:15	10/1-12/31
B.	Bulls Eye Mental Health Awareness	:30	10/1-12/31
C.	What Moves U American Heart Association	:30	10/1-12/31
D.	Brush your teeth American Dental Association	:30	10/1-12/31
E.	Mom Get your blood pressure checked	:30	11/1-12/31
F.	Talk to Me Prevent Influenza	:30	11/15-12/31

6. OTHER:

A.	Appreciation Teaches gratitude and appreciation to children	:60/:30/:20/:15	10/1-12/31
B.	Dreaming Encourages children to follow their dreams	:60/:30/:20/:15	10/1-12/31
C.	The Race Encourages children to lend a helping hand to the disabled	:60/:30	10/1-12/31
D.	Cafeteria Promotes friendship in pre-teens	:60/:30/:20/:15	10/1-12/31
E.	Reflection of Honor/Parents National Guard	:30/:15	11/1-11/30
F.	For Every Baby March of Dimes	:30/:60	10/1-12/31
G.	Worth It March of Dimes	:30	10/1-12/31
H.	Beetle Boy Wish Make a Wish Foundation	:30/:60	10/1-12/31
I.	DTV Answers High Definition Television	:15/:30	10/1-12/31

FOX 17 ON-AIR TALENT APPEARANCES
4th Quarter 2007

FOX 17 makes an attempt to be involved in community events by having FOX 17 News on-air talent involved. The following lists some of the appearances made by news talent during the fourth quarter of 2007.

<u>DATE</u>	<u>TALENT</u>	<u>EVENT</u>
10-30-07	Kevin Craig	School of Weather Otsego Elementary
11-01-07	Kevin Craig	School of Weather Coit Creative Arts Academy
11-3-07	Jon Shaner Emily Richett	Kalamazoo Holiday Parade
11-7-07	Kevin Craig	School of Weather MacNaughton Elementary
11-14-07	Kevin Craig	School of Weather Macatawa Bay Middle School
11-15-07	Kevin Craig	School of Weather Southeast Academic Center
11-17-07	Christian Frank Michele DeSelms	Jaycee's Santa Claus Parade
11-27-07	Kevin Craig	School of Weather Bongor Schools
11-27-07	Kevin Craig	School of Weather Woodside Elementary School

FOX 17 Special Projects
4th Quarter 2007

McDonald's High School Scholar Athlete of the Week

FOX 17 has continued its community service project commitment with McDonald's Restaurants during the 4th Quarter of 2007. McDonald's High School Scholar Athlete of the Week recognizes high school student athletes who excel in the classroom, on the playing field, and in their communities throughout West Michigan. A :30 spot airs in rotation throughout the day encouraging viewers to visit wxmi.com to nominate an athlete.

Each Monday night an athlete is profiled during "FOX 17 News at Ten" and on FOX 17's website, www.wxmi.com. Scholar athletes receive a framed McDonald's Scholar Athlete of the Week certificate as well as \$10 worth of McDonald's gift certificates.

On Air Schedule:

October 1 – December 21, 2007 (:30 Spot & Online)

FOX 17 – WXMI Station Tours

Throughout the 4th Quarter of 2007 FOX 17 has continued its commitment to service the community by offering free station tours. Organizations may schedule station tours to view what happens behind the scenes at WXMI FOX 17. Station tours give schools, scout groups, seniors, and many others a chance to ask questions, view the news room, control rooms, and the news studio. Tours are scheduled during regular working hours, from 8:00 AM – 5:00 PM and usually take about 30 minutes.

FOX 17 CareForce Community Calendar

Throughout the 4th Quarter of 2007 FOX 17 has continued its commitment to non-profit organizations throughout the community by maintaining the "FOX 17 CareForce Community Calendar". The Community Calendar is a way for local organizations to have their charitable event publicized at no charge. FOX 17 runs spots promoting the Community Calendar, both as a place to post your event and as a place to go to when you're looking for a positive community event to get involved in. The "FOX 17 CareForce Community Calendar" is updated monthly and featured on www.wxmi.com.

On Air Schedule: October 1 – December 31, 2007 (:30 Spot & Online)

FOX 17 Fit Kid

This community based project was kicked off one year ago in the 4th Quarter of 2006 and is currently scheduled to go through June 2008. FOX 17 teamed up with Spectrum Health to provide parents and guardians with information on keeping their kids fit and healthy. The following are the monthly topics we focused on in the 4th Quarter of 2007:

- November – Scoliosis
- December – Holiday Poisonings

On Air Schedule: November 1 – November 30, 2007 (:30 Spots & Online)
December 1 – December 31, 2007 (:30 Spots & Online)

FOX 17 High School Blitz Game of the Week

During the 4th Quarter of 2007 FOX 17 continued its support of local High School athletics by designating a High School varsity football game as our official, "Blitz Game of the Week". FOX 17 devotes 45 minutes solely to high school football coverage every Friday. The FOX 17 Road Crew and on-air talent went to games and handed out free spirit towels to the fans as well as executing a register to win for other items such as concert tickets and automobile safety kits. East Grand Rapids High School was the winner of the 2007 FOX 17 Blitz award. The following is a list of some games that were visited in the 4th Quarter of 2007:

- August 24th – East Grand Rapids High School @ Ottawa Hills High School
- October 5th – Muskegon High School @ Hudsonville High School
- October 12th – East Grand Rapids High School @ Caledonia High School
- October 19th – Rockford High School @ Muskegon High School
- October 26th – Kelloggsville High School @ West Catholic High School

On Air Schedule: October 1 – November 24, 2007 (Featured in news & Online)

FOX 17 Road Crew

On June 4, 2007 FOX 17 launched a new station initiative called the FOX 17 Road Crew. The Road Crew is comprised of a group of station employees who attend local events and go to local attractions. They are the face of FOX 17 at public events giving away various items and great prizes. In addition, there is an evergreen contest to give the Road Crew ability to promote clients' upcoming events/attractions by running spots instructing viewers to log onto wxmi.com, click on the Road Crew link and enter to win tickets/passes to events throughout West Michigan.

On Air Schedule: October 1 – December 31, 2007 (Online)

School of the Week – Morning News

During the 4th Quarter of 2007 the FOX 17 Morning News program started a new segment called the School of the Week. To become the School of the Week students are encouraged to log onto www.wxmi.com and fill out the entry form including why they think their school is the best. Each week FOX 17 chooses a school to highlight everyday during the morning newscast. The following is a list of schools that were recognized as the FOX 17 School of the Week in the 4th Quarter of 2007:

- Week of October 29th – Oakdale Christian
- Week of November 5th – Northview Highlands Middle School
- Week of November 12th – Mattawan Middle School
- Week of November 19th – Sparta High School
- Week of November 26th – Holland High School
- Week of December 3rd – MacNaughton Elementary School
- Week of December 10th – C.A. Frost Environmental Science Academy
- Week of December 17th – Vista Charter Academy
- Week of December 24th – Grand Rapids Christian High School
- Week of December 31st – Godwin Heights Middle School

On Air Schedule: October 29 – December 31, 2007 (Featured in news & Online)

School of Weather

FOX 17's Meteorologist Kevin Craig started the School of Weather program during the 4th Quarter of 2007 to inform our younger community about different aspects of the weather. Any teacher or educator can sign up for a FOX 17 Weather Zone presentation at www.wxmi.com! The FOX 17 Meteorologists give presentations to kids from elementary schools to high schools. The following is a list of schools that were visited in the 4th Quarter of 2007:

- Otsego Elementary School
- Coit Creative Arts Academy
- MacNaughton Elementary School
- Southeast Academic Center
- Bongor Schools
- Woodside Elementary School

WXMI QUARTERLY NEWS & PUBLIC AFFAIRS REPORT - FOURTH QUARTER 2007

<u>Program</u>	<u>Air Date</u>	<u>Time</u>	<u>Length</u>	<u>Type</u>	<u>Producer</u>
America's Most Wanted	10/06/07	9pm	1hr	PA	Fox Broadcasting
"	11/03/07	9pm	1hr	PA	Fox Broadcasting
"	11/10/07	9pm	1hr	PA	Fox Broadcasting
"	11/17/07	9pm	1hr	PA	Fox Broadcasting
"	11/24/07	9pm	1hr	PA	Fox Broadcasting
"	12/01/07	9pm	1hr	PA	Fox Broadcasting
"	12/08/07	9pm	1hr	PA	Fox Broadcasting
"	12/15/07	9pm	1hr	PA	Fox Broadcasting
"	12/22/07	9pm	1hr	PA	Fox Broadcasting
"	12/29/07	9pm	1hr	PA	Fox Broadcasting
Fox News Sunday	10/07/07	9am	1hr	News	Fox Broadcasting
"	10/14/07	9am	1hr	News	Fox Broadcasting
"	10/21/07	9am	1hr	News	Fox Broadcasting
"	10/28/07	9am	1hr	News	Fox Broadcasting
"	11/04/07	9am	1hr	News	Fox Broadcasting
"	11/11/07	9am	1hr	News	Fox Broadcasting
"	11/18/07	9am	1hr	News	Fox Broadcasting
"	11/25/07	9am	1hr	News	Fox Broadcasting
"	12/02/07	9am	1hr	News	Fox Broadcasting
"	12/09/07	9am	1hr	News	Fox Broadcasting
"	12/16/07	9am	1hr	News	Fox Broadcasting
"	12/23/07	9am	1hr	News	Fox Broadcasting
"	12/30/07	9am	1hr	News	Fox Broadcasting
Fox 17 News At Ten	10/01-04/07	10pm	60min	News	WXMI
"	10/05/07	10pm	45min	News	WXMI
"	10/06/07	10pm	60min	News	WXMI
"	10/07/07	10pm	30min	News	WXMI
"	10/08-11/07	10pm	60min	News	WXMI
"	10/12/07	10:55pm	34min	News	WXMI
"	10/14/07	10pm	30min	News	WXMI
"	10/15/07	10:47pm	60min	News	WXMI
"	10/16/07	11:49pm	32min	News	WXMI
"	10/17/07	10pm	60min	News	WXMI
"	10/19/07	12:22am	11min	News	WXMI
"	10/19/07	10pm	60min	News	WXMI
"	10/20/07	11:47pm	27min	News	WXMI
"	10/22/07	12:21am	27min	News	WXMI
"	10/22-23/07	10pm	60min	News	WXMI
"	10/25/07	12:16am	23min	News	WXMI
"	10/26/07	12:23am	12min	News	WXMI
"	10/26/07	10pm	60min	News	WXMI
"	10/29/07	12:39am	21min	News	WXMI
"	10/29-11/01/07	10pm	60min	News	WXMI
"	11/02/07	10pm	45min	News	WXMI
"	11/03/07	10pm	60min	News	WXMI
"	11/04/07	10pm	30min	News	WXMI
"	11/05-10/07	10pm	60min	News	WXMI
"	11/11/07	10pm	30min	News	WXMI
"	11/12-17/07	10pm	60min	News	WXMI
"	11/18/07	10pm	30min	News	WXMI
"	11/19-24/07	10pm	60min	News	WXMI
"	11/25/07	10pm	30min	News	WXMI
"	11/26-12/01/07	10pm	60min	News	WXMI
"	12/02/07	10pm	30min	News	WXMI
"	12/03-08/07	10pm	60min	News	WXMI
"	12/09/07	10pm	30min	News	WXMI
"	12/10-15/07	10pm	60min	News	WXMI
"	12/16/07	10pm	30min	News	WXMI
"	12/17-22/07	10pm	60min	News	WXMI
"	12/23/07	10pm	30min	News	WXMI
"	12/24-29/07	10pm	60min	News	WXMI
"	12/30/07	10pm	30min	News	WXMI
"	12/31/07	10pm	60min	News	WXMI
Fox 17 Morning News	10/01-05/07	6am	2hrs	News	WXMI
"	10/08-12/07	6am	2hrs	News	WXMI
"	10/15-19/07	6am	2hrs	News	WXMI
"	10/22-26/07	6am	2hrs	News	WXMI
"	10/29-11/02/07	6am	2hrs	News	WXMI
"	11/05-09/07	6am	2hrs	News	WXMI
"	11/12-16/07	6am	2hrs	News	WXMI
"	11/19-23/07	6am	2hrs	News	WXMI
"	11/26-30/07	6am	2hrs	News	WXMI
"	12/03-07/07	6am	2hrs	News	WXMI
"	12/10-14/07	6am	2hrs	News	WXMI
"	12/17-21/07	6am	2hrs	News	WXMI
"	12/24/07	6am	2hrs	News	WXMI
"	12/26-28/07	6am	2hrs	News	WXMI
"	12/31/07	6am	2hrs	News	WXMI
Christmas Eve Service	12/25/07	12am	30min	PA	WPXI
Christmas Morning Service	12/25/07	9am	60min	PA	WJLA

10/7/07	<p><u>TOPIC:</u> Congressional Politics & HRC Campaign</p> <p><u>GUESTS:</u> Speaker of the House Nancy Pelosi, (D-CA) Patti Solis Doyle, Clinton Campaign Manager</p>
10/14/07	<p><u>TOPIC:</u> SCHIP veto & Party Politics in Congress</p> <p><u>GUESTS:</u> Rep. Steny Hoyer, (D-MD), Majority Leader Rep. John Boehner, (R-OH), Minority Leader</p>
10/21/07	<p><u>TOPIC:</u> GOP presidential politics</p> <p><u>GUESTS:</u> Sen. John McCain, (R-AZ) former Arkansas Gov. Mike Huckabee, Republican Presidential candidate</p>
DATE	<p>FOX Fox News Sunday</p>
10/28/07	<p><u>TOPIC:</u> First lady Laura Bush discusses her Mideast tour; Louisiana election,</p> <p><u>GUESTS:</u> First Lady Laura Bush Republican Gov.-elect Bobby Jindal.</p>
11/04/07	<p><u>TOPIC:</u> American Leaders</p> <p><u>GUESTS:</u> George H.W. Bush</p>
11/11/07	<p><u>TOPIC:</u> Choosing the President.</p> <p><u>GUESTS:</u> Gov. Bill Richardson, Sen. John McCain</p>
11/18/07	<p><u>TOPIC:</u> Choosing the President..</p> <p><u>GUESTS:</u> Gov. Mike Huckabee</p>

11/25/07	<p><u>TOPIC:</u> Choosing the President, Iraq</p> <p><u>GUESTS:</u> Fmr. Sen. Fred Thompson (R-TN), Sen. Carl Levin (D-MI), Sen. Lindsey Graham (R-SC)</p>
12/2/2007	<p><u>TOPIC:</u> Presidential Strategy, American Leaders</p> <p><u>GUESTS:</u> Fmr. White House Advisor, Karl Rove, Rep. Chris Van Hollen (D-MD), CEO of FedEx Fred Smith</p>
12/9/2007	<p><u>TOPIC:</u> 2008</p> <p><u>GUESTS:</u> Gov. Mike Huckabee (R-AR) and Sen. John McCain (R-AZ)</p>
12/16/2007	<p><u>TOPIC:</u> Mitchell Report, Torture in interrogating terror suspects</p> <p><u>GUESTS:</u> George Mitchell, Rep. Jane Harman (D-CA), Rep. Pete Hoekstra (R-MI)</p>
12/23/2007	<p><u>TOPIC:</u> Iraq, Religion and Politics</p> <p><u>GUESTS:</u> Gen. David Petraeus, Pastor Joel Osteen</p>
12/30/2007	<p><u>TOPIC:</u> U.S. Presidential Elections</p> <p><u>GUESTS:</u> Fmr. Sen. Fred Thompson, David Yepsen</p>